

The stars of heaven are free, because, in amplitude of liberty, their joy is to obey the laws.—Watson.

Honolulu Star-Bulletin

SPORTS, CLASSIFIED AND SHIPPING
NEWS SECTION

HONOLULU STAR-BULLETIN, THURSDAY, JUNE 10, 1915.

NINE

BRITISH SHIP USES U. S. FLAG IN WAR ZONE

[Associated Press by Federal Wireless]
BOSTON, Mass., June 10.—H
flow the Stars and Stripes f
hours while passing through the
zone" which the Germans have
ed around the British Isles, the
ish steamer Colonial of the L
line, Liverpool, arrived in po
terday. Her commander, Cap
Donald, states that he hoisted
colors for the purpose of pr
his ship from attack by Germ
marines, stating that the use
American flag is a justifiab
precaution, sanctioned by the
of many years.

IN WAR ARE

ITALIAN CAMPAIGN MOVES SLOWLY.

LONDON, Eng., June 10.—I
determined resistance, the It
vance into Carinthia across
zo river is said by despatch
Geneva to be steadily but slow
gassing.
Austrian batteries at Tolme
the Geneva Tribune, were
punished by a furious Italian
ment. Italian shells fell in
trian ammunition depot, whi
up with a terrible explosion
most destroyed the city.
Vienna asserts that the fir
Italian attack has been rep
Goritz, about 40 miles due r
Trieste, with a loss of 5570 pr

TEUTON ATTACK LOOKED FOR NEAR ARRAS.

PARIS, France, June 10.—A
ed and formidable bombardm
been opened by the Germans
newly won positions of the
north of Arras. Such conce
fire usually has been the pre
of infantry charges, and dispos
meet a new offensive have been
Elsewhere on the western
there is comparative inactivity.

SOCIALISTS PROTEST WILSON'S STAND ON MEXICAN QUESTION

[Associated Press by Federal Wireless]
CHICAGO, Ill., June 10.—The
national executive committee of the So
cialist party of America yesterday
adopted a resolution of protest against
the attitude of President Wilson
in respect to the Mexican situation,
declaring that his threat of intervention,
strongly intimated in his recent mes
sage of warning to the Mexican chief
clains, is contrary to the rights of the
Mexican people to determine their
own form of government. The com
mittee also recommended by resolu
tion an investigation by the federal
department of justice of the recent
election in the state of Colorado.

Mrs. A. B. Wilder, pioneer editor of
Republic county, Kansas, in the early
seventies, is just cutting her teeth at
the age of 60.

Masonic Temple ★ Weekly Calendar

MONDAY—
Hawaiian Lodge No. 21; Stat
ed; 7:30 p. m.
TUESDAY—
Honolulu Lodge No. 409; Spe
cial, Third Degree; Pastmast
ers' Night; 7:30 p. m.
WEDNESDAY—
Hawaiian Lodge No. 21; Spe
cial, First Degree; 7:30 p. m.
THURSDAY—
Honolulu Commandery No. 1;
Stated; 5 p. m.
FRIDAY—
SATURDAY—
Lei Aloha Chapter, O. E. S.;
Stated; 7:30 p. m.

SCHOFIELD LODGE

WEDNESDAY—

SATURDAY—

HONOLULU LODGE NO. 4, MODERN ORDER OF PHOENIX.

Will meet at their home, corner
Beretania and Fort streets, every
Thursday evening at 7:30 o'clock.
CHARLES HUSTACE, Jr., Leader.
FRANK MURRAY, Secretary.

HONOLULU LODGE, 616, S. P. O. E. meets in their hall, on King St., near Fort, every Friday evening. Visiting brothers are cor dially invited to at tend.

O. J. McCARTHY, E. R.
H. DUNSHIE, Sec.

Surf Rider And Hawaiian

LO NA KANAWAI I HOULI-
AKU ANA I LAILA I ELIMA
NA PAUKU 1513A, 1513B,
HOOMAOPOPO ANA I NA
UNAHOOMALI A ME MANA
KIAI ME NA LUNA E AE A ME
ANA O HAWAII.

eritote o Hawaii:

Ma hope koke iho o
me Mana Hooke o ka Papa o
wai i ka oihana, e:

Ma hope koke iho o
me Mana Hooke o ka Papa o
wai i ka oihana, e:

Ma hope koke iho o
me Mana Hooke o ka Papa o
wai i ka oihana, e:

mau me Mana Hooke i na

Ma hope koke iho o
me Mana Hooke o ka Papa o
wai i ka oihana, e:

Ma hope koke iho o
me Mana Hooke o ka Papa o
wai i ka oihana, e:

Ma hope koke iho o
me Mana Hooke o ka Papa o
wai i ka oihana, e:

LODGE ADVOCATES FUNERAL RITES INTERNATIONAL POLICE SYSTEM OF C. R. BISHOP

[Associated Press by Federal Wireless]
SCHENECTADY, N. Y., June 10.—
Senator Henry Cabot Lodge speaking
at the commencement exercises of the
Union College, asserted that there will
be any maintenance of world's
pace until some strong force is or
ganized to insist upon it and to pre
vent the outbreak of war through
pre. He advocated a union of the
ations for the establishment of an
international police force, afloat and
shore, with strength enough to over
come the fighting force of any individ
ual state.

EXPOSITION GROUNDS WILL SOON LOOK LIKE HUGE MILITARY CAMP

[Associated Press by Federal Wireless]
SAN FRANCISCO, June 10.—The Pa
cific-Pacific International Exposition
grounds will be the scene of active
military operations during the sum
mer and fall months. Troops of the
United States National Guards, inde
pendent military organizations, cadets
from military and agricultural col
leges, high schools and unformed
military societies have arranged to
hold the exposition at various periods,
and will enter into the competitive
exercises which meet the requirements,
in a matter of drill, numbers and per
centage, of the exposition authorities.
Visiting organizations will have the
opportunity of joining parades, drills
and other military features, on re
quest of exposition officials. On these
occasions no charge will be made for
entrance into the grounds.

The military bureau, of which Capt.
Edward Carpenter, C. A. C., is chief,
is completing plans for housing, free
cost, the visiting organizations. At
active barracks have been provided
within a stone's throw of the expo
sition grounds. The quarters are desir
ably located overlooking San Fran
cisco bay, the famous Golden Gate, and
the beautiful hills across the bay. The

USE SILVER SPADE TO PLANT HAWAIIAN TREE

BY KAMAIAINA.

[Special Star-Bulletin Correspondence]
SAN FRANCISCO, Cal., June 10.—
The greatest interest is being shown
by visiting Hawaiians and all officials
of prominence at the exposition in
anticipation of "Hawaii Day" at the
fair.

Detailed plans, as announced so far,
are as follows:

Governor Pinkham will be escorted
at 10 o'clock in the morning from the
Stuart Hotel to the Hawaii building
in the exposition grounds by a mili
tary escort and band furnished by the
exposition officials. There, a special
committee will receive the governor
and decorate him with leis before the
morning program is opened.

The principal address during the
exercises held outside the building
will be made by Governor Pinkham,
other speakers being Governor John
son of California, President Moore of
the exposition, James Rolph, Jr., may
or of San Francisco, the chairman of
the day being Commissioner Riven
burg.

Immediately following the exercises
the governor and staff and the Ha
waiian commissioners will be the
guests of honor at a luncheon which
will be given by President Moore in
his own private dining-room in the
California building.
At 3 o'clock that afternoon a charm
ing idea will be introduced when Gov
ernor Pinkham, using a silver spade,
will plant a Hawaiian tree in a per
manent parking section which will re
main after the exposition has been
forgotten, and where a tablet with an
inscription will be placed with a re
cord of the ceremonies.

At 4 o'clock a reception will be held
in the Hawaii building, when 1000 in
vited guests will be received by Gov
ernor Pinkham and staff, Commissioner
and Mrs. H. P. Wood and Commis
sioner and Mrs. Bertram Rivenburg.
The music for the reception will be
furnished by the Hawaiian quintet of
the Hawaii building, and delicious re
freshments as suggestive as possible
of Honolulu will be served in the
form of dainty sandwiches, pineapple
salad with whipped cream, pineapple
punch and Kona coffee, the Hawaiian
serving girls wearing ilima leis.

The New York Municipal Council of
the United Irish League of America
passed a resolution endorsing President
Wilson's stand with Germany.
Laziness is born in a man; industry
is acquired.

Rexall Dyspepsia Tablets

will relieve your indigestion. Many
people in this town have used them
and we have yet to hear of a case where
they have failed. We know the for
mula. Sold only by us—25c a box.
Benson, Smith & Co., Ltd.

WILSON'S NOTE SHOWS FRIENDLY BUT FIRM ATTITUDE; DEMANDS ATTACKS ON NEUTRALS CEASE

Full Reparation Must Be Made For Loss of American Lives on the High Seas

[Associated Press by Federal Wireless]
WASHINGTON, D. C., June 10.—
The rights of Americans to travel in
safety upon the merchantmen of any
nation are inalienable.

Attacks upon the lives of Ameri
cans and upon American ships by the
submarines of the Germans must
cease.

The inalienable privilege of free
travel upon the seas by neutrals is
founded upon the international usages
of centuries and is in conformity with
scrupling to international law.

The rules governing procedure in
war cannot be altered by any one na
tion, but must be altered, if at all, by

agreement among all the nations sub
scribing to international law.
America looks to Germany for full
reparation for the lives lost in the re
cent attack upon the American steam
er Gulfport and for the loss of Ameri
can lives through the sinking of the
Lesstania.

These, in brief, are the contentions
advanced and the claims made in the
note called yesterday from Washing
ton to Berlin, although the complete
text of the note will not be made pub
lic until tomorrow morning.

The terms employed in the note are
much more friendly than the public
had been led to believe would be the
case, and the way is left open for a
friendly reply.

CHICAGO AGAIN THREATENED WITH LABOR TROUBLES

[Associated Press by Federal Wireless]
CHICAGO, Ill., June 10.—Within 48
hours, unless their demands are com
plied with, 14,000 street car and el
evated railroad employees will walk out
on strike here. The surface and el
evated railroad men have issued an al
littum to the employing corpora
tions, demanding better working con
ditions and increased pay, requesting
an answer by tomorrow night.

PRESIDENT MAY SEND ANOTHER NOTE TO ALLIES

[Associated Press by Federal Wireless]
WASHINGTON, D. C., June 10.—
President Wilson has under maturing
consideration a note of protest to Brit
ain and France, urging them to com
ply with the original request of the
United States that they raise their
embargo on shipments which are not
contraband, consigned to their ene
mies.

The note may go forward in the
course of the next few days.

The recommendation of the mar
time affairs committee of the Cham
ber of Commerce, that the request of
C. P. Morse of the American-Hawa
ian line for necessary lights on Kaho
kai be referred to the lighthouse
board, has been approved by the di
rectors of the chamber.

only by analysis of the product to be sold, and of the
prospect to whom you hope to sell. For such analysis,
the following chart is suggested:

Of course, this will not decide all vital questions in
regard to how, when, and where you should advertise.
But, with the exception of the class of goods which must
rely on out-price for popularity and which therefore must
be advertised in the papers—perhaps these three "pigeon
holes," A, B, C, may include almost anything you might
have to present to the public through publicity.

For instance, take the stock of the Federal Baseball
League. Probably the first temptation of any advertiser
would be to use painted bulletin boards, which, in nice
"June" colors, might intensify the call of the ball park.
But, if you ask some questions of such stock: "How
familiar is it? How keen is the demand for it?"—you
would have to answer to yourself: "This is an investment
proposition. Such is not familiar to the average citizen.
It is a new thing. Moreover, it is not actively wanted."

You have got to make it known—and wanted. To do
that you have got to put your story where it can be read
thoroughly—namely, in the newspaper.

In other words, you could see at a glance that this
baseball stock would fall under the class of "Unknown
Unwanted." Knowing this, you will then have to pick
your prospective investor to pieces. You would ask what
would be most likely to get his attention? Probably
"novelty" would be the answer. Therefore, "FIRE THE
UMPIRE IF YOU WANT TO" would be a character
istic headline for one of your ads. It would suggest the
novelty of the investment. Moreover, no matter how
slight his interest might be, that kind of an appeal would
put the idea into the fan's mind that this stock would
give him a part in the management of the team.

GENERAL ANALYSIS OF PRODUCT AND PROSPECT

(Non-advertisable articles, and those advertisable only on price not included)			
Class of Product	If the Article Itself is "Unknown and Unwanted"	If the Article is "Half Known and Half Wanted"	If it is Needed, But is "Unwanted as to Brand"
HOW TO SECURE PROSPECT'S			
(1) Attention:	Suggest Novelty	Show Necessity	Emphasize Name
(2) Desire:	Describe Virtues	Explain Details	Repeat Suggestion
(3) Action:	Offer Further Information	Prove Its Profitability	Secure a Trial Use First
HOW TO APPEAL SUSCEPTIBILITIES			
(1) Business:	Show How to Make Money	Show How to Save Money	Show It Costs No More
(2) Pleasure:	Invite to "Be One of First"	Suggest Folly of Self-denial	Intimate That "It Is Fun to Try It"
(3) Weakness:	Give It Flavor of New Toy	Argue They'll "Get It Eventually"	Inquire "Why Not Change?"
IN APPLYING ABOVE WEAT TO USE BY			
Copy:	Reason—Why, With Through Arguments	Reason—Why, With Display Display	Publicity—With Display Display
Medium:	Clearly Read—Such as Newspapers	Read—Such as News papers or Magazines	Read—Such as News papers or Other Mediums

Saturday's chapter will be: "To Find the Appeals
of the 'Half-Known' and 'Half-Wanted'."